

'SQUASH ON THE MOVE' – GETTING THE BALL *MOVING*



FACILITATED BY

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National philosophy
(why)

Target Markets
(Athlete Pathway = who)

Marketing Tools
(Try it. Play it. Love it. = how)

Our Activities
(Ways to play = what)

Our Resources

TRY IT. PLAY IT. LOVE IT.

Young People Youth Young Adults Adults

Posters Members Website Social

Have a Hit Kiwi Squash Squash Ignite

Social Slam Squash Mates

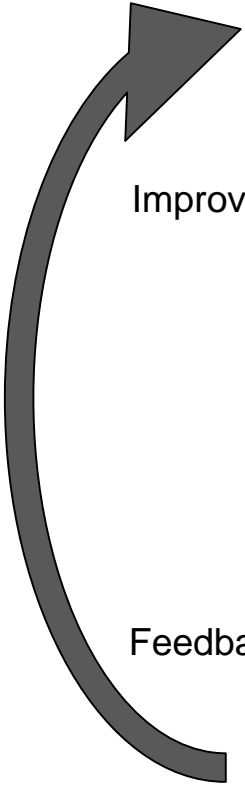
Women's Squash SquashFit Squash 57

Interclub Events Competitions

Coach development and supporting resources

Improve

Feedback





THE STATE OF PLAY

- Every week in more than 300 facilities with a squash court tens of thousands of people play squash
- An estimated 90,000 people pick up a squash racket each year to try it or play it
- Approximately 18,000 people are registered as affiliated club members
- Around 1,300 people have joined the Squash Coaches Network

BUT...

- Affiliated club memberships have **dropped** by an average of 1000 people per year over the past 7 years

WHAT RESEARCH SHOWS

- Participation in most sports is declining - due to technology
- Members come and go and participation is low
- People play less sport as they get older
- We face increasing competition from other leisure options - especially electronic devices / apps
- Fitness gym memberships are increasing across all age groups

Our population is getting **less** fit
and **more** obese



TRY IT. PLAY IT. LOVE IT.

**HELP PEOPLE
FALL IN LOVE
WITH SQUASH
SO THEY
CHOOSE
TO PLAY IT**

Our ambition

- To **GROW** the NZ squash family from Kaitaia to Bluff, Gisborne to Hokitika and everywhere in between

SO THAT

- Kiwis in every corner of the country fall in love with the game and play it every week in their local clubs as a member

18,000 → **20,000**
2017 2018

WORKSHOP OVERVIEW

Aim: By the end of this workshop you'll develop a plan of attack to grow participation and membership in your club using our 'Membership Growth and Retention Model'

1. Identify current and future 'target market' opportunities within your communities
2. Discuss the various ways to play the game (programmes) and determine the best options for your club
3. Develop a step-by-step plan that you can use to grow your club
 - a) Establish goals for participation and membership
 - b) Maximise scheduling opportunities
 - c) Look at ways to find and train a pool of coaches
 - d) Offer ideas to assist with marketing
 - e) Recap on activity reporting
4. Highlight other resources and support you can access

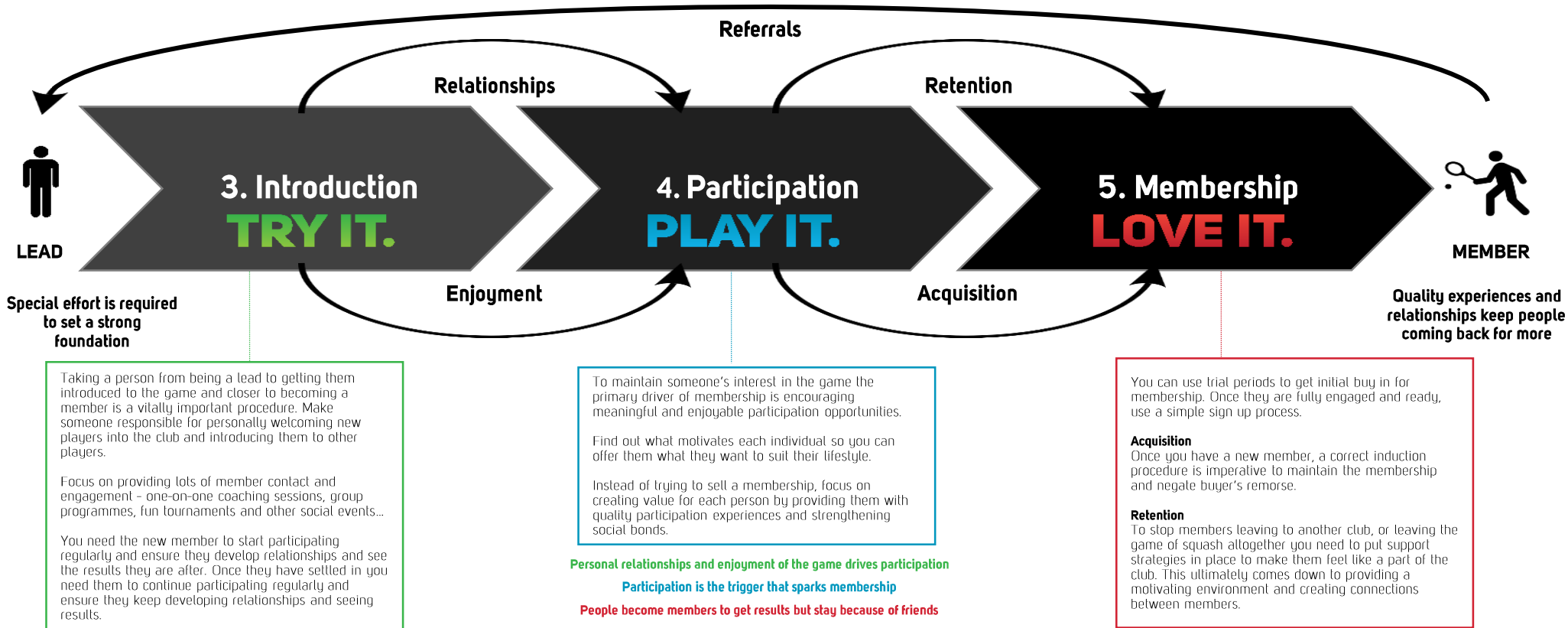


1. Market Research

Market research within your community provides you with an understanding of where your club is, where you are heading, what your opportunities look like and the gaps that you can take advantage of.

2. Lead Generation

Once you are aware of the potential areas of growth, you need to generate a pool of leads (potential members) within these areas. Find out what motivates each person and offer them solutions (suitable programmes and events, a welcoming environment and like-minded people) to support them with meeting their individual needs.



PROVEN WAYS TO GROW PARTICIPATION

Stimulating environments

e.g. colour and light

Building clubs within the club

e.g. book / wine / cards groups

Education and communication

e.g. electronic newsletters

Relationship selling and member inductions

e.g. welcoming processes

Building bonds

e.g. social media

Lapsed member re-engagement campaigns

e.g. database emails

Personal and small team training

e.g. coaching sessions

Casual play options


e.g. Pay2Play

But... there is one thing that works above all others

Group programmes

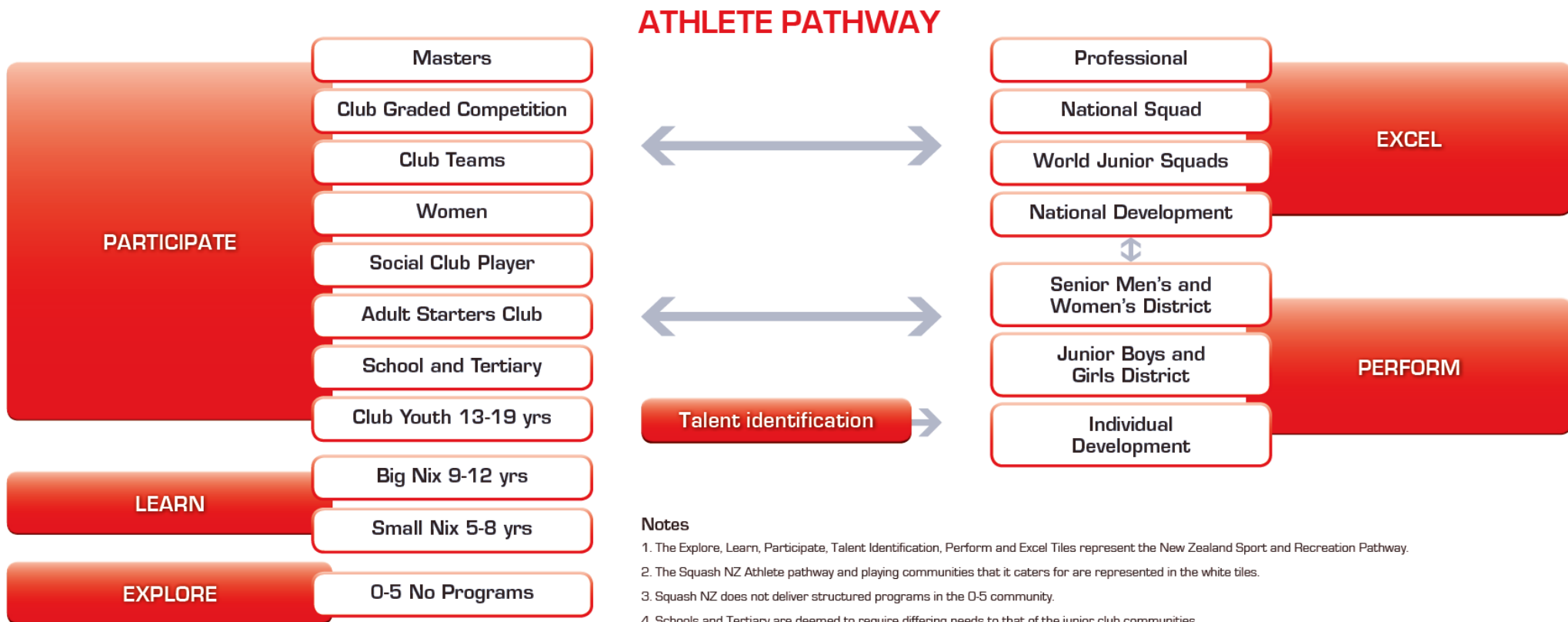
We are social creatures and we love spending time with other people...

Isn't that why we come to a club in the first place?

A wide-angle photograph of a squash court. In the foreground, a large group of people is seated on a grey carpeted ledge, watching the game. Some are holding water bottles or phones. In the background, two players are on the court, one in a red shirt and one in a green shirt, engaged in a match. The court is enclosed by glass walls and has a wooden floor. The lighting is bright, coming from overhead fixtures. The text "WHO CURRENTLY PLAYS SQUASH AT YOUR CLUB?" is overlaid in large, white, bold letters across the center of the image.

**WHO CURRENTLY
PLAYS SQUASH AT
YOUR CLUB?**

THE JOURNEY OF SQUASH PLAYERS



The different stages of participation for people playing squash in New Zealand

CURRENT SQUASH DEMOGRAPHIC PROFILE - ADULTS 16+

Age	
16-24 years	23.9%
25-39 years	30.5%
40-54 years	39.0%
55-69 years	5.9%
70+ years	0.7%

Gender	
Male	72.7%
Female	27.3%

Ethnicity	
NZ European	69.6%
Maori	4.4%
Asian	2.6%
Pacific	1.3%
Other	13.1%
2+ groups	8.9%

Location	
Major urban	57.0%
Urban	6.9%
Minor urban	14.5%
Rural	21.7%

Occupation	
Full / part time work	73.5%
Studying	14.1%
Retired	0.7%
At home with kids	6.2%
At home no kids	1.3%
Other	4.3%

Deprivation (socioeconomic)	
Low	41.5%
Medium	39.3%
High	19.2%

WHO WILL PLAY SQUASH AT YOUR CLUB IN THE FUTURE?

Sport Management and Coaching
@
Massey

FitzherbertRowe

2006 World
Junior Squash
Championships
Palmerston North
New Zealand

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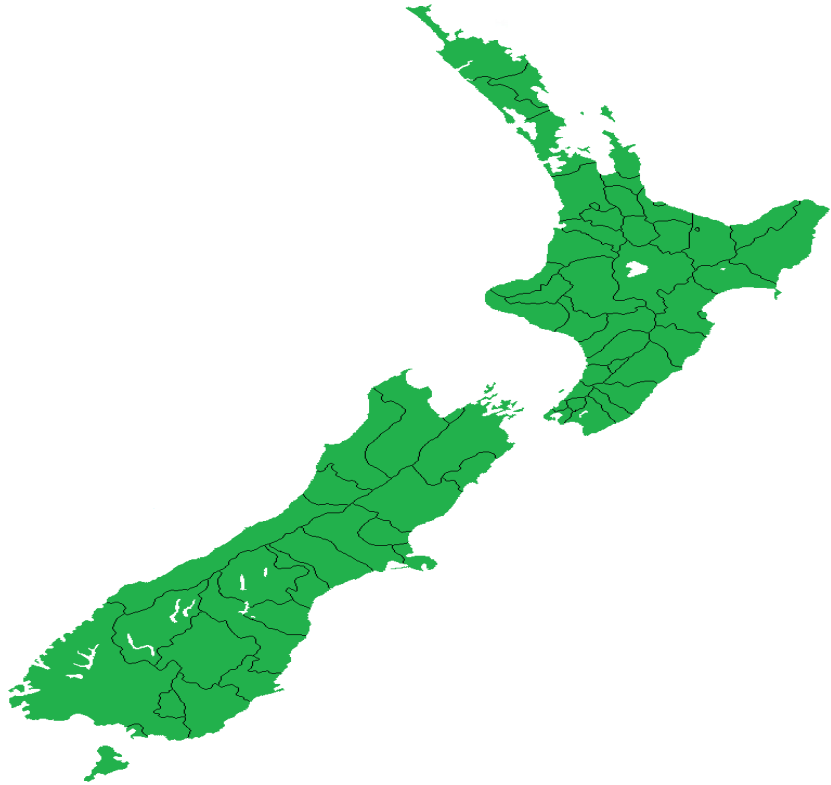
NEW ZEALAND INTERNATIONAL

CLASSIC

FitzherbertRowe

IPSA

DO YOU UNDERSTAND YOUR COMMUNITY?



Sport NZ Insights tool

Demographics?

Trends?

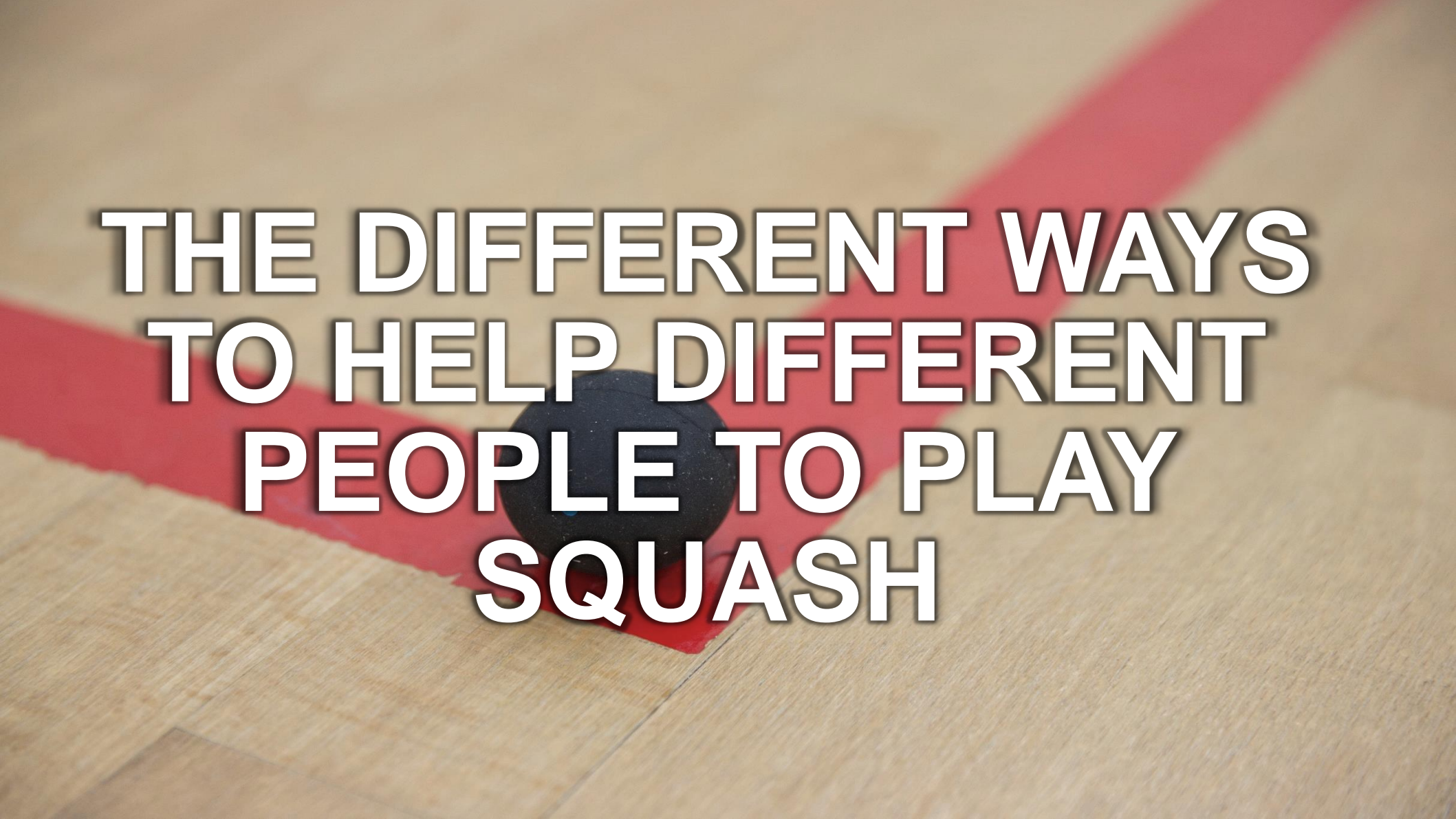
Behaviours?

Attitudes?

Needs?

Motivations?

**How will your communities change
over the next 3, 5, 10 years?**

A black squash ball is positioned on a light-colored wooden floor. A red line, likely a court boundary, runs diagonally across the frame. The text is overlaid on the image in a bold, white, sans-serif font with a black outline.

**THE DIFFERENT WAYS
TO HELP DIFFERENT
PEOPLE TO PLAY
SQUASH**

THE PROGRAMMES (WAYS TO PLAY) AVAILABLE

Programmes	HAVE A HIT at squash	Kiwi Squash Small Nix	Kiwi Squash Big Nix	Squash Ignite	Social Slam	Squash Mates*	Women's Squash	SquashFit*	Squash 57
Age	All	5-8 years	9-12 years	13-19 years	19-35 years	Any	Any	All	All
Target Market(s)	Prospective / lapsed members	Children / primary school students	Children / intermediate school students	Club youth / teenagers	Beginner adults	Social / business house / club night players	Females	All	Beginners / ageing players
Squash Grade(s)	J-F	J	J	J	F-E	E-D	All	All	All
Focus	Trial	Fundamentals	Fundamentals	Basics	Basics	Social	Basics	Health / fitness	Casual
Athlete pathway		Participate	Participate	Participate	Participate	Participate	Participate	Participate	Participate
Duration		4-8 weeks	4-8 weeks	4-8 weeks	4-8 weeks	4-6 weeks	4-8 weeks		
Length		30-40 mins	40-60 mins	60 mins	60 mins	40-60 mins	60 mins		
Location	School / club courts	School / club courts	School / club courts	Club courts	Club courts	Club courts	Club courts	Club courts	Club courts
Coach Development	Mod 1 + Ext. 1a & 1b	Mods 2, 2a, 5 + Ext. 2	Mods 3, 3a, 5 + Ext. 2	Mod 4 + Ext. 2	Mod 6 + Ext. 2	Mod 7 + Ext. 2	Mod 8 + Ext. 2	Ext. 4, 8, 9, 10 + Ext. 2	Any
Resources	Logo, Posters, Guide	Logo, Teacher manual, Brochures, Certificates, DVD, Posters	Logo, Teacher manual, Brochures, Certificates, DVD, Posters	Logo, Manual, DVD, Posters	Logo, Manual, DVD, Posters	Logo, Brochure, Posters, Guide	Logo, Brochure, Posters	Logo, Resource cards, Guide	Logo, Guide



Entry point

Beginner / Participation Programmes

More Competitive Squash

The background of the image shows two tennis rackets and two tennis balls on a wooden surface. One racket is in the foreground, lying horizontally, with its head to the left and handle to the right. The frame is dark blue with white text, including "TEC" visible on the lower part of the frame. The strings are yellow and white. Another racket is partially visible behind it, slightly out of focus. In the bottom right corner, two dark blue tennis balls are resting on the wood. The overall lighting is warm and soft, creating a professional and focused atmosphere.

CREATING THE GAME PLAN FOR OUR CLUB

STEP 1: HOW MANY PEOPLE CAN YOUR CLUB GET 'MOVING'?

Giving your club targets motivates and inspires its' members and gives them a sense of what is possible

	Baseline (NOW)	3-5 year target	1 year target	3 month target
Membership (number signed up each year)	100	200	120	105
Participation (number attending every week)	50	175	75	55

STEP 2: PROGRAMME (WAYS TO PLAY) SCHEDULING

The ultimate benchmark of a timetable is the number of people it draws in. Always measure success by how many people are playing squash every week.

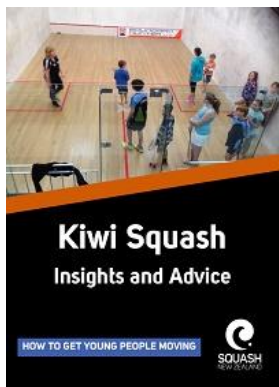
Questions to consider:

- How many people can you fit onto the available courts?
- Are you limited by the amount of squash balls and rackets you have?
- Are you planning to upskill enough people to deliver the programme?
- When does it suit people to come to your club?
- How long do people want to commit for?
- How does the event calendar affect your available court space?
- What will you do to promote your programmes?

PROGRAMME (WAYS TO PLAY) SCHEDULING INSIGHTS

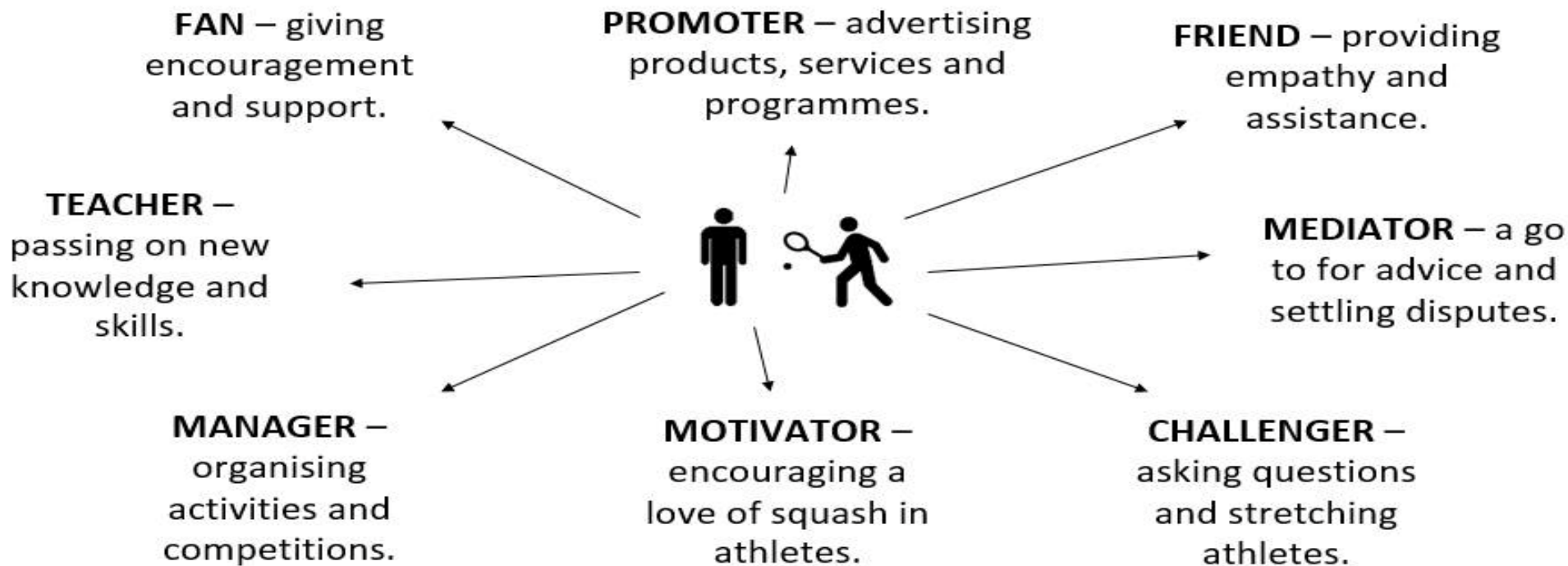
Programme Focus	Findings suggest...
Have a go	Offer 2-3 open days throughout the year to lead onto other programmes. Schedule have a go days in Feb – Mar which are good months to lead people into the season. Saturdays and Sundays between 10am and 2pm are considered the most accessible days and times.
Juniors	Offer 4 structured programmes throughout the year to link in with the school terms. Run special programmes in the holiday breaks.
Youth	Schedule sessions to start after school hours so parents and students can make it in time. Mondays and Fridays are the most popular days of the week to offer junior (primary / intermediate school) programmes. Wednesday is the most popular day of the week to offer youth (secondary school) programmes.
Beginners	Offer 2-3 beginner programmes each year to facilitate new member connections. Use other programmes to find other members (e.g. parents of juniors and youth; friends of business house players) to target.
Business House & Club Nights	Offer 4 Business House leagues throughout the year (spring, summer, autumn and winter versions). Wednesday and Thursday evenings after 6pm are the most popular days of the week for players interested in these 'social-orientated' offerings.
Women's	Offer 2-3 women-only programmes throughout the year for females (mothers & girls) to take part with their peers in a more comfortable environment. Thursday mornings after 10am; and Sunday afternoons after 3pm are considered the most accessible days and times.
Interclub	Offer 4 Interclub leagues throughout the year (spring, summer, autumn and winter versions). Tuesday (women) and Wednesday (men) evenings are the most popular days of the week.
Leagues / Ladders	Monday evenings from 6pm is considered the best day and time to schedule for (semi-) competitive players.
Fitness	Off-season (Jan – Mar) are good months to run more frequent training sessions to lead people into the season. Tuesdays and Thursdays between 6am and 8am are considered the most accessible days and times in-season.
Technique / Movement	Offer 1-2 specialist programmes each year for (advanced) players looking for extra coaching.

WHAT IS AVAILABLE TO MAKE YOUR PROGRAMMES A SUCCESS

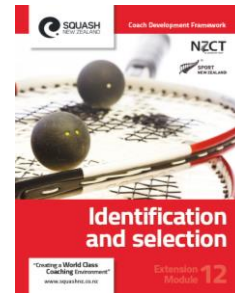
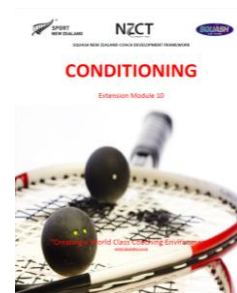
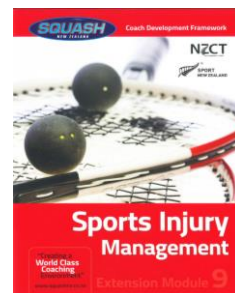
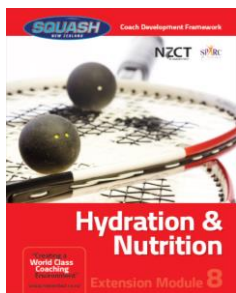
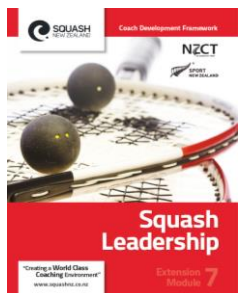
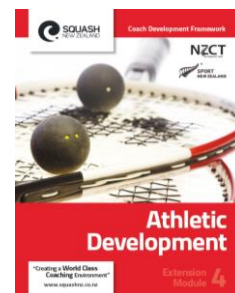
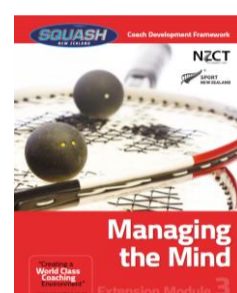
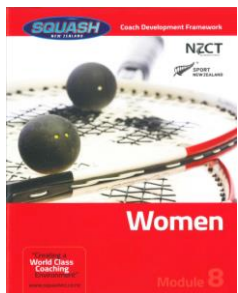
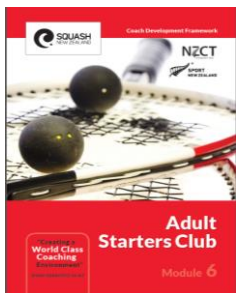
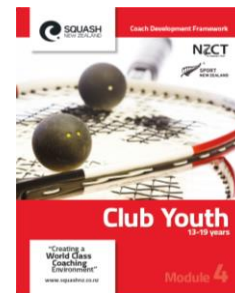
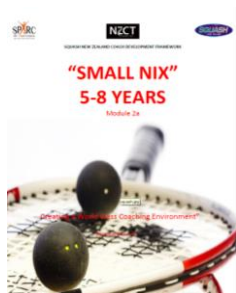
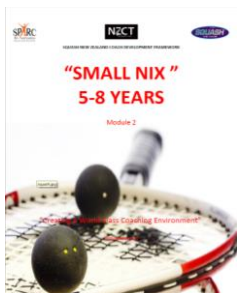


STEP 3: FINDING AND TRAINING COACHES

A squash coach is someone who shares knowledge and experience, makes squash fun and helps others to reach their potential. The role of a squash coach is the same regardless of the level of players they work with. On any given day a coach will need to be able to fill many and varied roles, these include:



DEVELOPING PEOPLE = THE KEY TO SUCCESS OF PROGRAMMES



4. MARKETING YOUR CLUB

Letting existing members know

Highlight club activities on the website

Use free online templates to create promotional materials

Put posters up around your club in common areas

Send out newsletters targeting the people you want to attract

Create Facebook events and invite friends and family along

Hand out flyers so everyone can distribute to their own networks

Use free community noticeboards and local media

Remember to keep telling a story every week – keep adding photos and videos of each session

5. ISQUASH ACTIVITY REPORTING

An example: Devoy Squash & Fitness Centre, 2015.



Participation

Programmes	Total number of participants
Women n' Wine	15
Blokes n' Beer	5
Dave Clarke Technical Development	16
Fitness Programme	127
Girls Group Coaching	68
Ladies Group Coaching	87
Mums n' Bubs	4
Doubles Competition	32
Tauranga Girls College	51
Coast Kids Holiday Programme	194
YMCA Holiday Programme	70
Club Holiday Programme	39
Home School Coaching Programme	21
Junior Team League	36
Junior Development Squad	14
Bethlehem College	50
Junior Coaching Programme	121
Junior One Day Tournaments	95
TOTAL	1,055

Membership

Declared Members	Senior Men	Senior Women	Junior Boys	Junior Girls	Graded	Leisure
594	258	144	130	62	229	365

REGIONAL INSIGHTS FROM THE LAST TWO YEARS

Based on Squash New Zealand Activity Reporting data 2015

Type of programme	Northland	Auckland	Waikato	Bay of Plenty	Eastern	Central	Wellington	Canterbury	Midlands	Otago	Southland	TOTAL
Number of clubs reported	9	19	22	12	5	15	13	18	5	10	10	138
Have a go	6	422	583	45					5	11		1072
Junior Club	350	968	642	375	36	193	234	238	120	114	960	4230
Primary / Intermediate School	54	12719	704	424	185	517	360	1042	42	836	452	17335
Youth Club		205	24								8	237
Secondary School			45	63	392	128		40		78	113	859
Beginner Adult Club			23	7		24	16	4		8	30	112
Social Club	504	1062	990	1598	449	855	801	650	906	333	409	8557
Women's Club	12	80	49	102	25	25	54	28	4	22	45	446
Club Teams	60	2900	2059	810	343	150	800	1052	32	620	695	9521
Club Graded Competitive			10	192		48	64	112	232		24	682
Fitness	54	40	8	14		80	210	12				418
TOTAL	1040	18396	5137	3630	1430	2020	2539	3178	1341	2022	2744	43469

Based on Squash New Zealand Activity Reporting data 2016

Type of programme	Northland	Auckland	Waikato	Bay of Plenty	Eastern	Central	Wellington	Canterbury	Midlands	Otago	Southland	TOTAL
Number of clubs reported	9	21	18	14	6	17	12	19	4	11	12	143
Have a go	19	38	127			6	158	1385			1127	3460
Junior Club	472	1988	839	487	147	368	350	350	205	98	135	5439
Primary / Intermediate School	414	10138	1120	612		106	182	48		1684	446	14750
Youth Club		353						48				401
Secondary School		243		71		30		25	12	500	77	958
Beginner Adult Club		27		29		8	8	31	20	8	47	178
Social Club	344	1045	1378	1743	419	1260	476	760	653	635	647	9360
Women's Club		59	120	145	55	17	98	12	16	54	67	643
Club Teams	133	1793	1987	725	310	1039	700	1792	24	435	541	9469
Club Graded Competitive			10	179		166	8					363
Fitness		44	19	66		26	33	7		42		237
TOTAL	1382	15728	5600	4057	931	3026	2013	5048	930	3456	3087	45278



**THE COMPLETE
PROCESS – HOW IT
ALL FITS TOGETHER**

National philosophy
(why)

Target Markets
(Athlete Pathway = who)

Marketing Tools
(Try it. Play it. Love it. = how)

Our Activities
(Ways to play = what)

Our Resources

TRY IT.

PLAY IT.

LOVE IT.

Young People

Youth

Young Adults

Adults

Posters

Members

Website

Social

Have a Hit

Kiwi Squash

Squash Ignite

Social Slam

Squash Mates

Women's Squash

SquashFit

Squash 57

Interclub

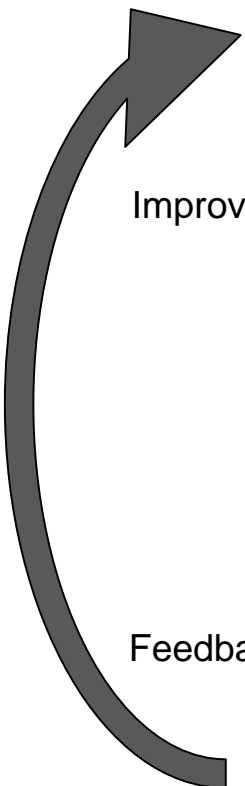
Events

Competitions

Coach development and supporting resources

Improve

Feedback



A person wearing a red polo shirt is sitting on a blue towel on a wooden floor. They are using a silver laptop. In the foreground, there is a tennis racket and a blue Gatorade bottle. The text "WHERE DO WE GO TO FROM HERE?" is overlaid on the image in large, white, bold letters.

**WHERE DO WE GO TO
FROM HERE?**

OTHER RESOURCES, CASE STUDIES, MARKETING TEMPLATES

CASE STUDY:
INNOVATIVE WAYS OF INCREASING PARTICIPATION AND MEMBERSHIP

TAURANGA SQUASH CLUB

CASE STUDY:
INNOVATIVE WAYS OF CREATING A GREAT JUNIOR EXPERIENCE

MANA & TAWA SQUASH CLUBS



NATIONAL INSIGHTS ON SQUASH CLUB PROGRAMME SCHEDULING

Based on Squash New Zealand Activity Reporting Data 2015

Programme Focus	Findings suggest...
Novice & 1st	Offer 2-3 beginner programmes throughout the year to lead into other programmes. Schedule these on a day in Feb - Mar which are good months to lead people into the season. Wednesday and Saturday between 7pm and 9pm are considered the most accessible days and times.
Juniors	Offer 4-6 school programmes throughout the year to link in with the school term. Use special programmes in the holiday breaks. Schedule sessions to start after school hours so parents and students can make it in time. Monday and Friday are the most popular days of the week to offer junior (primary / intermediate) school programmes. Wednesday is the most popular day of the week to offer youth (secondary school) programmes.
Beginners	Offer 2-3 beginner programmes each year to facilitate new member connections. Use other programmes to facilitate members (e.g. parents of juniors and youth) friends of business house players to target.
Business House & Club Nights	Offer 4-6 business house leagues throughout the year (spring, summer, autumn and winter seasons). Wednesday and Thursday evenings after 6pm are the most popular days of the week for players interested in these social-oriented evenings.
Women's	Offer 2-3 women-only programmes throughout the year for females (brothers & girls) to take part with their peers in a more comfortable environment. Thursday evenings after 6pm and Sunday afternoons after 3pm are considered the most accessible days and times.
Interclub	Offer 4-6 interclub leagues throughout the year (spring, summer, autumn and winter seasons). Tuesday (before) and Wednesday (even) evenings are the most popular days of the week.
Leagues / Leaders	Offer 4-6 interclub leagues throughout the year (spring, summer, autumn and winter seasons). Monday evenings from 6pm are considered the best day and time to schedule for female competitive players.
Fitness	Offer 2-3 fitness programmes throughout the year to raise member fitness awareness to lead people into the season. Wednesday and Thursday between 6am and 8am are considered the most accessible days and times in season.
Technique / Movement	Offer 1-2 specialist programmes each year for advanced players looking for extra coaching.

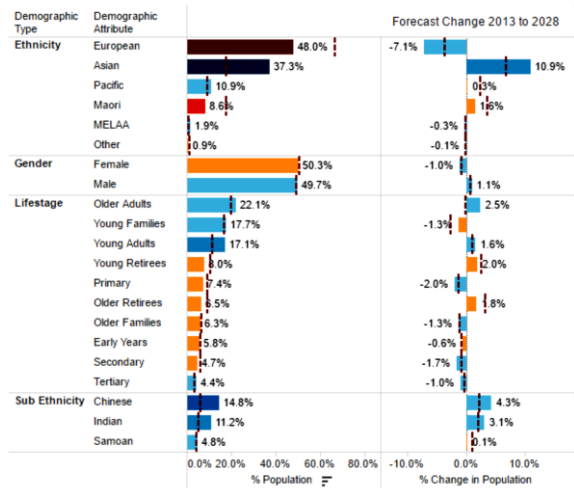
For best results: ask your members what programmes they want and why they want it. Let them shape the focus on the programme!

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Demographic Forecast for Auckland Region All Area Units



TRY IT. PLAY IT. LOVE IT.

Try it. Play it. Love it.

Marketing Tools

Education Library

Everyone has a LOVE squash story. What's yours?

Coach Recruitment Guide

Getting Quality People On Board

PLAY IT.

Today is the day

Grab a racket, your friends & get down to your local club...

Your club name

Programme Information

JOIN THE MOVEMENT



A person is sitting at a desk, using a laptop. In the foreground, there is a clear plastic water bottle with blue liquid inside. To the right of the bottle, a smartphone is lying on the desk. The background is slightly blurred, showing the person's hands on the laptop keyboard. The overall scene suggests a workspace or a study area.

SOCIAL TIME AND GENERAL Q&A